

Graduate Employment Cause Analysis and Countermeasures

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Abstract—In recent years, the problems of college graduates employment difficulties are increasingly concerned by all sectors of society. Applied quantitative analysis method from the current employment situation of university students, this thesis summarizes the current difficult employment problem of university students. On this basis, quantitative analysis of the impact is made, and finally countermeasures are proposed to expect to be able to solve the contemporary employment problem of university students and provide operational recommendations.

Keywords—Reasons; the Graduate Employment; Measures

I. ISSUES INTO COLLEGE STUDENTS DIFFICULT EMPLOYMENT

In recent years China's college graduates highlight the difficult employment issues. College graduate "employment difficult" issue has become common concern of college students, parents, colleges, universities and the community.

A. The Number of the Graduates and the Graduates to Be Increased Year by Year

The status quo cannot be optimistic about the employment of university graduates. The following are the statistics of graduates and the college graduates to be in the recent years.

1) The Number of Graduates Statistics from 2003 to 2009

College graduates in China in 2004 reached 2.8 million people, which had an increase of 68 thousand than that in 2003. In 2005 it broke 3.4 million, had a net increase of 580,000 people compared with that in 2004. In 2007, national university graduates reached 4.95 million people, an increase of 750,000 compared with that in 2006 [1]. In 2008, the number of college graduates nationwide reached 5.59 million, increased by 640 thousand people compared with 2007, while the employment rate was less than 80%. College graduates in 2009 will reach 6.11 million, and it is expected to increase at a rate of the annual 500 thousand within the next three years.

2) Graduates to Be Employment Statistics from 2004 to 2010

With significant increase in the number of graduates every year, this number of unemployed graduates in previous years is still increasing every year [1]. It is reported that in 2004 employed graduates in the country was as high as 690 thousand people. In 2005, it was 790 thousand people and 930 thousand people in 2006. In 2007 it reached 1.24 million people. According to the scholars' estimation, in 2009 the total number of graduates will be on the basis of an increase of 440 thousand people than in 2008. In 2010, it will be on the basis of a further increase of 300 thousand people than in 2009.

B. Analysis of the Employment Situation of University Students

These data show that the employment situation of university students is faced with the grim nature, the hardship nature and long-term nature of the difficulty of the student

employment task. The college students' employment pattern is basically taken shape. The problem is difficult to ignore.

C. Coexistence of China's High University Graduates Growth and Social High Unemployment

University enrollment caused by the rapid growth in number of college students, but also by the worse employment of students. Students grow too fast, with the growth of incompatible positions. This is a selection of the job market, but also a number of supply problems to college students, or coordination between labor market and educational institutions.

1) Coexistence of China's High Economic Growth and Social High Unemployment

In general, with the rapid economic growth, unemployment will gradually decline. From 1998 to 2007, average annual GDP has 9.4% growth rate, far higher than the world average [2]. However, with the level of productivity improvement, the efficiency of investment has continued to decline. According to the 20th century, to calculate the relevant data since the 90's, in the early 90s, China's investment may promote the growth of GDP of about 0.55% for every 1% growth; but in recent years, investment for every increase of 1%, GDP growth was only about 0.34%. At the same time, the role of economic growth in promoting employment growth has been weakening apparently.

2) The Coexistence of Graduates Employment and Multinational Companies Have Difficulty in Recruiting

Over the years, due to inflow of large numbers of highly educated personnel, developed areas, and cities have accumulated more adequate staff reserves. The rate of higher education diplomas in some cities has been close to 30%, reaching the level of developed countries, as well as the much higher recruitment of conditions. Students in these areas have been from the "elite" to "public." [3] On the other hand, college students cannot meet the quality of their personnel requirements.

3) The Impact of the Background of the Current Financial Crisis on Employment

The continuing financial crisis on China's economy has become increasingly evident; on our enterprises, especially export-oriented enterprises have been enormously impacted. On one hand, many enterprises are facing the problem of closure of business; on the other hand many companies are reducing employment, which causes the loss of jobs [4]. The financial crisis is affecting economic development, and will have a more negative impact on employment of university students, making the difficult problem of employment of university students more prominent.

4) Employment of Female Graduates Is Even More Prominent, Mainly in the Models of Three High and Two Low

Every year, more than 1 million nationwide college and university graduates go into society, seeking jobs, of which nearly 40% is female college students, who have the more crucially prominent employment problem [5].

II. THE QUANTITATIVE ANALYSIS OF THE FACTORS THAT AFFECT THE EMPLOYMENT RATE OF UNIVERSITY STUDENTS

A. Some Words to Bring forward Problem

Graduates Employment is formed by the interaction of a number of reasons, then whether there are certain factors affecting college students to find a job, and whether there is a marked impact factors?

B. Study the Design of Assumptions and Variables

According to the definition of human capital, human capital is divided into two basic elements, namely the knowledge element of and skill element. Knowledge element and skill element for self-variables, the employment rate as the dependent variable, in which knowledge of the factors are mainly acquired through the study of professional, and technical factors, are mainly obtained by student work experience. We use a function to expressed undergraduate employment rate as $R = F(HC) = F(Kn, Ki)$, assuming that in the human capital formation ,the knowledge element Kn and skill element Ki affected college students significantly the employment rate R, and are related with its return on investment in human capital.

C. Analysis of the Results

Logistic regression analysis obtained the following results:

Through the use of enter means in SPSS13.0 software to do logistic regression analysis, the obtained results are shown in Table 1[6]. The whole model P value is 0.008, by a significant

test ($p < 0.05$), then according to Cox & Snell R Square values, we can see college students of various variables of human capital has a 12.8% employment rate for its explanatory power. According to the results from the data in the table view, the employment rate of university students is significantly affected by the variables of student leaders, work experience and what they have learned as profession, specifically explained as follows (see table 1).

1) Knowledge Element

Knowledge elements learned in the professional show a greater positive influence to employment rate of undergraduate students. Its Exp (B) coefficient is 0.863. On what they have learned as professions, employment rates of graduates from engineering, science and foreign language classes are more than 60%, while the law, literature, management class is no more than half of graduates; especially legal is minimum, with only 17.5% of respondents having already established work.

2) Skill Element

Undergraduate skill element has major impact on their employment rate in two aspects. First as student leaders: according to judge Logistic regression results, the situation as a cadre of students increase one grade for each, the employment rate is 1.674 times of that on the original. Second, work experience: in regression analysis, Exp (B) coefficient is 1.452. Experience shows that for every increase of one level, their employment rate will increase 45.2%. According to the survey, with an increase in the number of undergraduate part-time or full-time experience, employment rate has been increased, as shown in Table 2.

TABLE I AFFECT EMPLOYMENT RATE OF UNIVERSITY LOGISTICS REGRESSION ANALYSIS

-2Log Likelihood						277.266
Cox&Snell R Square						0.128
Nagelkerke R Square						0/163
Model Test		Chi-Square = 18.			df = 13	Sig=0.008<0.05
Regression equation						
Independent variable	B.S.E	Wald	df	Sig	Exp(B)	
Major	-0.105	0.085	4.356	1	0.032	0.863
Degree condition	0.229	0.230	1.045	1	0.332	1.272
Awards	0.362	0.226	3.068	1	0.061	1.478
Student Leaders	0.479	0.138	4.276	1	0.043	1.674
Work experience	0.298	0.092	3.742	1	0.050	1.452
Training experience	0.275	0.313	0.840	1	0.388	1.318
English Certificate	0.114	0.185	1.055	1	0.306	0.818
Computer Certificate	-0.265	0.208	1.886	1	0.170	0.774
constant	0.234	0.558	3.693	1	0.038	1.256

TABLE II THE RELATION BETWEEN COLLEGE WORK EXPERIENCE AND EMPLOYMENT RATE

The number of work experience during college	Employment	Employment rate	The total number
5 or more times	13	81.3	16
3 to 4 times	17	61	28
1 to 2 times	32	50.8	63
None	13	37.1	35
Total	72	50.7	142

III. THE SOLUTION TO EMPLOYMENT DIFFICULT PROBLEMS

From the above results of the analysis, countermeasures are put forward corresponding, mainly from the following aspects:

A. Cultivating the Correct Employment Concept, Career Concept

1) Establish the Concept of Contemporary Knowledge

Concept of contemporary knowledge makes knowledge transfer from the object-oriented to the objective world, and

turns its attention to the world in which human existence, emphasizing the interaction between people and the world. From an emphasis on rational and objective factors, to one which emphasizes the active construction of the main body; from an emphasis on the role of host-guest-way to one which emphasizes interaction between subject and object; from emphasizing objective statement of the facts related to one which emphasizes the value of knowledge; from stressing expressly components of knowledge to one which emphasizes knowledge tacit component; from the emphasis on a knowledge of individual learning to one which emphasizes knowledge and situational awareness [6].

2) Establish a Correct Career Concept

Career concept of moral education should be an important factor for students of university. With higher education transformation from "elite education" to "mass education", the number of university graduate students is more and more large. Whether they can find job or find what kind of work, largely related to their career concept [7]. To establish a correct career concept is mainly as the following:

a) Get Rid of "Waiting and Relying " Psychology, and Enhance the Sense of Competition

From the perspective of the reform and social opening up progress, each graduate must deepen the understanding of the mechanism of competition, and strengthen their sense of competition.

b) Get Rid of One-sided Psychological Pursuit of Comfort, and Foster the Entrepreneurial Spirit to Actively Explore

In the tide of the market economy, there is not "insurance" unit forever. Along with the deepening of the reform of administrative institutions, its competition and pressure will increase. Large enterprises and units are often talented, and are lack of the opportunity for university students to develop, while small businesses is small-scale, short-history and lack of high-level of talents, so as long as students have the determination and sense of entrepreneurship and a pioneering spirit, they can just demonstrate their talent and realize their own values in small businesses.

c) Get Rid of Only Emphasis on the High Treatment, and Foster a "Business First" in Pursuit of Value

In recent years, some units began to implement the measures of candidate self-reported wages, and someone's self-reported annual income is 100,000 Yuan, or even a few million dollars. This and similar high-paying jobs, often can only be out of the limelight, but the work is still hard to find. Moreover, wages of older workers is now some six or seven hundred Yuan. Therefore, newly graduated college students should not ask to be paid too much, and not to lose a lot of good jobs.

d) Get Rid of the Concept of Contempt for Manual Labor, and Establish Work Ethic of "Starting from the Grassroots"

Doing "white collar" job rather than "blue collar" is a considerable view of a large number of students. Unwilling to do grass-roots work from the fundamental will lack of self-awareness and long-term vision. No matter what management jobs, they must be proficient in the relevant processes, procedures, or links, and only in this way can they do management well. University graduates should not be short-

sighted to look only at the immediate; they should be ambitious and put a long perspective. Only from the grassroots level to accumulate experience, reserve force, graduates will be expected to big business.

e) Get Rid of Over-emphasis on "Professional Counterparts" and Establish a "Wide Caliber Employment" Career Thoughts

Some students see their own professional too heavy, and emphasize on "professional counterparts" too much. Professional counterparts, of course, are good, but the phenomenon of the lack of relevance of the professional is inevitable. As long as good foundation, willing to research, learning technology is not difficult. Students have both solid and cultural knowledge, there are skills, coupled with a strong professional awareness, these are favorable conditions for inter-professional job, the employer has also been widely recognized that.

B. Employment Planning, Career Planning

1) Career Planning Content

Guiding students to establish goals in life should be able to carry out career planning through education to realize the content of education, which should include the following three aspects.

a) University Students Should Have a Clear Objective of Training Personnel

University personnel training goal is: the comprehensive development of socialist culture and physically qualified builders and reliable successors. Generally speaking, a university-trained professional is a dollar goal: to become the builders of the socialist cause of qualified and reliable successors. This is also the students' basic requirements of life goals.

b) Coordinate Students' Life Goals and Social Needs

When students are guided in education and life goals, they must be led to achieve unity of personal interests and social needs. We must let students know that when establish life goals; the first to consider is the social needs of individuals and society as much as possible to be consistent with inclination need.

c) Establish the Principle of Life Goals

When freshmen set life goals, they should take the following three principles: First, unity of realistic and motivating principle; Second, take the students as the main principle; third is the principle objective of phase [8].

2) Career Steps

At the beginning of university career, universities should create the career planning and development of courses, theoretically helping students to plan and develop their own career, including several steps such as self-awareness, job analysis, and identification of career goals, developing action plans and programs and professional evaluation feedback [9].

a) Self-understand, Make Clear of Their Own Strengths and Find Their Own Shortcomings

Students should observe in self-analysis from their own life experiences. Students should analyze their ability and potential widely, objectively, and deeply from their most successful

cases, inferring possible future direction of work and opportunities; and also find their own lacking areas from the character and experience of weaknesses.

b) Vocational Analysis

Students should make analysis integrating current social, political, and economic development trend; taking into account hot job categories, distribution and demand conditions; learning needs of the professional situation in the community; considering their chosen career in the current and future of the situation in society; knowing the impact of social development to self-development and the future development, the position in the industry, market share and trend analysis of the industry changes in their choice of units, grasping the professional needs of the community.

c) Identify Career Goals

Career direction directly determines a person's career development. Career direction should be chosen according to the three basic career planning principles, to determine with their own realistic, that is to choose their own principles of love, and choice has been directed by the principle of selection of which is required by the society and the principle of selecting their own strengths.

d) Develop Specific Action Plans and Details

College career planning mainly reflects in four years in the university. Freshman mainly solve the blindness problems as the original reporting the voluntary choice; sophomore should know what should possess outside the excellent academic performance such as a range of quality; junior year is designed to allow themselves to know the ultimate goal; senior is a differentiation stage, having a plan where to go on their own after graduation.

e) Vocational Assessment Feedback

Assessment feedback is dynamic. The freshmen participated in career planning, through "Career Design" experience exchange and debate, through the use of evaluation tools and social surveys and so on; second year students write career diary, mainly through which to reflect their own actions; junior students make major career planning all aspects of the implementation of diagnostic problems. In short, what students facing is strategic action throughout the whole process of

education than individual's career choices for a single incident of employment.

IV. CONCLUSION

A. Perspective Innovation

From the overall perspective, the thesis mainly re-analyzes the economic crisis environment issues under the Employment.

B. Application Innovation

Applying the method of variable analysis, this thesis analyzes the employment difficult problem from theoretical and practical significance, while proposes the necessity of research.

C. Methodology Innovation

This thesis uses questionnaires, individual interviews and analyzes the results of questionnaires using variable analysis method.

ACKNOWLEDGEMENT

Ministry of education, humanities and social sciences in general project, China: 09YJA630107.

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